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answer_question("If I query you about something which you don't know what will be your response?")
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If I query you about something which you don't know what will be your response?

I will get back to you on this

CH CH CH CH CH-12. GCH-1 1 . CH-10 CH-9 \ GH CH - 13 CH - 14 Aapter @ Discussion: Objectionable Questions A new hired researcher might be asking questions that may not be deemed ideal. Take a look at following questions, suggest improvements in those that have any flaw . ¢ What is your salary? ¢ Are you strong or weak supporter of ...? (ambiguous question) ¢ Do your children behave well at ...? ¢ What are most salient (or best) attributes in ... [brand]? ¢ Volvo is the safest car on road, right? (leading question) ¢ Do you want to do masters and PhD? (two questions in one) types of problem questions: Leading question: A question that is already pushing the respondent towards a certain response. For example, Volvo is the safest car , right? This question is pressurizing the respondent to say yes. Ambiguous question: That may reveal different answers. For example, are you a strong supporter of Pakistan's cricket team? Now , almost every Pakistani would say yes, but then ask them how many matches do they watch? One strong supporter might watch every match and another may watch only on special occasions such as during world cups. The word 'strong' is ambiguous and open to interpretation in different ways by different people. A person saying he/she slept late last night, might have slept at any time between 9pm to 5am. Late has to be defined. Double- barreled question: It means asking two questions in a single sentence. The issue is that obviously the answer given by customer won't clarify which question they are responding to. For example, 'Do you eat My Burger and find it of high quality?' Now , if the response is 'yes', to which question is the respondent saying yes to, about eating at My Burger or about considering it of high quality? It would be better to convert such a double- barreled question into two separate questions. Open and close-ended questionnaires: There are various data collection methods and most of these include a questionnaire. There are one of two types of questions. One is open-ended meaning a question is asked and participant may respond by writing anything. It is good for exploratory research. Second, is a close- ended questionnaire that has choices and options given to respondents so it is easier for them to check their choice. Also, data collected is easier to be interpreted. Close ended questions may be dichotomous (have only two choices such as yes/no), MCQs (Multiple Choice Questions) that have three or more options as in some exams of universities. It may also be on a Likert scale having two extremes with various options as strongly agree to (Source:

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answer_question("I have exam tomorrow on Marketing. What should I do to pass the exam?")
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I have exam tomorrow on Marketing. What should I do to pass the exam?

You will need to prepare according to the '1 hour of outside preparation for every hour in class to achieve an average grade'.

otpend« (Each class may have an unannounced CA or Quiz, some CAs may be non-graded) Mid Term 15% Project/Slides/Presentation 70% - Sessional work Final Exam + Vivas 30% Prior preparation, regular attendance, and professional participation in all classes is expected. Come to the class prepared to lead the class discussion for analytical interpretations, alternative strategies, and persuasive solutions. Kindly arrive on time and leave as scheduled. Quality of (almost) all communications, written and oral, may be evaluated. A general rule of thumb for preparing for a course is 1 hour of outside preparation for every hour in class to achieve an average grade e.g. 'B-'. Alternately , to gain 1% marks you will have to study for about 1 hour hence it should give you a rough idea of how much time you should spend on this course to achieve the marks/grade you desire. Skills required in work/business are: Management/or ganizing, Emotional Quotient (EQ)/ social (listening), ability to learn (adaptability), problem solving, decision making, leadership, visionary , ethics, time management, stress management, initiative, intelligence (IQ). Irrespective of in which field a person enters above mentioned skills are nevertheless very important, hence participants should emphasize more on these rather than just subject knowledge. Late submissions/arrivals: Late submissions are eligible for zero marks; might be considered at 50% maximum. Participants arriving in class late by even a single minute may be marked

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answer_question("I know that marketing is to sell things to people through various means. Is it enough to pass the course?")
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I know that marketing is to sell things to people through various means. Is it enough to pass the course?

No

you know this you'll become more alert consumer with rational decision making. This also reflects the purpose of education; to unlock the mind, to educate it and feed it with knowledge that is beneficial for humanity . Moreover , throughout this book you will learn about many companies and brands and perhaps might even discover a career . Irrespective of which field you belong to, whether you are a student of CS, IT, business, medicine, engineering, aviation, or a professor who is teaching, or a professional looking to expand his business, or even just an ordinary person, all of us are touched by marketing in one form or another . So, the knowledge of marketing is crucial as it guides us towards better business practices and also helps to become better and more informed consumer . What is Marketing? For a layman marketing is just 'selling' or 'advertising' as it is usually the response of people when they are asked what do they think of 'marketing'. As we proceed further , we'll learn that these two come under the domain of marketing; whereas marketing itself encompasses a lot more. As a matter of fact marketing starts long before a product even reaches the market. For example, a company has to analyse the needs and requirements of people, estimate how many people might be using similar products, predict the willingness of the number of people to purchase a particular type of product, estimate the price for a product which the buyers would be interested in paying and so on. These activities certainly go beyond simple advertising and selling. All of these activities are a compulsory part of the company planning because overlooking these details will likely get

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answer_question("What is Postmodernism?")
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What is Postmodernism?

The word 'postmodernism' is used to describe the change in the way people think and believe. It was coined to reflect the feeling that modernity had reached its limits. There is no agreed definition of what postmodernism is. It is not a single belief system but a broad movement that incorporates a variety of intellectual trends, ideas and concepts from many different areas of academia.

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18 The Marketing Book The postmodern condition Paralleling the transformations that are taking place in the aesthetic and economic spheres, a postmodern turn in the nature of knowledge and thought has transpired. The so-called Enlightenment Project, which commenced in western Europe during the eighteenth century and comprised a systematic, rigorous, supposedly dispassionate search for objective knowledge, universal laws, meaningful generalizations and absolute truths, has run slowly but irreversibly into the sand. Its replacement, to some extent at least, is a low-key postmodern worldview, which emphasizes the boundedness of knowledge, the limits to generalization, the lack of universal laws, the prevalence of disorder over order, irrationality rather than rationality, subjectivity instead of objectivity, and passionate participation as an alternative to dispassionate spectatorship. Thus, the 'grand narratives' of the project of modernity – progress, freedom, profit, utopia, liberalism, truth, science etc. – have been superseded by an awareness of the lack of progress, the absence of freedom, the price of profit, the dystopia that is utopia, the illiberalism of liberalism, the fiction that is truth and the artistry of science. Postmodern apocalypse Another, and in certain respects the most straightforward, way of grasping the post-modern is to eschew the idea that it is an 'it'. Its 'itness', after all, assumes a referential model of language (i.e. that there are 'things' out there in the world that the word 'postmodern' refers to), which is something card-carrying postmodernists are loath to concede (assuming, of course, that there are things out there called postmodernists). Postmodernism, rather, is better regarded as an attitude, a feeling, a mood, a sensibility, an orientation, a way of looking at the world – a way of looking askance at the world. A pose, if you prefer. Irony, parody, playfulness, irreverence, insolence, couldn't-care-less cynicism and absolute unwillingness to accept the accepted are postmodernism's distinguishing features. Hence, the progressive, optimistic, forward-looking, ever-onward-ever-upward worldview of the modern era has been replaced by a pessimistic, almost apocalyptic, sense of apprehension, anxiety, apathy and anomie. The postmodern, then, is suffused with an air of exhaustion, ending, crisis and (calamitous) change. Its characteristic attitude is a 'mixture of worldweariness and cleverness, an attempt to make you think that I'm half-kidding, though you're not quite sure about what' (Apple, 1984, p. 39). Money back guarantee Now, it doesn't take a great deal of cleverness, let alone worldweariness, to recognize that many of these purported postmodern traits are discernible in today's marketing and consumer environment. Consider shopping centres. The archetypal Arndale developments of the 1960s – all reinforced concrete, flat roofs, straight lines, low ceilings and oozing mastic – have been eclipsed by postmodern shopping malls, which are bright, airy, eclectic, ornamented, extravagantly themed, unashamedly ersatz and invariably welcoming. Instead of a glowering, intimidating, brutalist bulk, a blot on the cityscape that seemed to say, 'enter if you dare, go about your business and get out as quickly as possible', postmodern centres suggest that shopping is a pleasure not a chore. They say, in effect, 'enjoy yourself, call again, bring the family, fulfil your fantasies, relive your childhood, imagine yourself in another world or another part of the world, or both' (Goss, 1993; Maclaran and Brown, 2001; Shields, 1992). In advertising, likewise, the straightforward marketing ditch of tradition – 'this product is good. buy it' – is almost unheard of these days

answer\_question("What is marketing?")

What is marketing?

Marketing is an activity, set of institutions and processes for creating, communicating, whole business seen delivering and exchanging of ferings that have value for customers, clients, partners and society at large

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you know this you'll become more alert consumer with rational decision making. This also reflects the purpose of education; to unlock the mind, to educate it and feed it with knowledge that is beneficial for humanity. Moreover, throughout this book you will learn about many companies and brands and perhaps might even discover a career. Irrespective of which field you belong to, whether you are a student of CS, IT, business, medicine, engineering, aviation, or a professor who is teaching, or a professional looking to expand his business, or even just an ordinary person, all of us are touched by marketing in one form or another. So, the knowledge of marketing is crucial as it guides us towards better business practices and also helps to become better and more informed consumer. What is Marketing? For a layman marketing is just 'selling' or 'advertising' as it is usually the response of people when they are asked what do they think of 'marketing'. As we proceed further, we'll learn that these two come under the domain of marketing; whereas marketing itself encompasses a lot more. As a matter of fact marketing starts long before a product even reaches the market. For example, a company has to analyse the needs and requirements of people, estimate how many people might be using similar products, predict the willingness of the number of people to purchase a particular type of product, estimate the price for a product which the buyers would be interested in paying and so on. These activities certainly go beyond simple advertising and selling. All of these activities are a

answer\_question("Explain in detail what is marketing? Also add some examples")

Explain in detail what is marketing? Also add some examples

Marketing is the activity, set of marketing is the institutions and processes for creating, communicating, whole business seen delivering and exchanging of ferings that have value for from the point of view customers, clients, partners and society at lar ge. This definition covers many aspects of marketing, especially capturing customer value.

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you know this you'll become more alert consumer with rational decision making. This also reflects the purpose of education; to unlock the mind, to educate it and feed it with knowledge that is beneficial for humanity . Moreover , throughout this book you will learn about many companies and brands and perhaps might even discover a career . Irrespective of which field you belong to, whether you are a student of CS, IT, business, medicine, engineering, aviation, or a professor who is teaching, or a professional looking to expand his business, or even just an ordinary person, all of us are touched by marketing in one form or another . So, the knowledge of marketing is crucial as it guides us towards better business practices and also helps to become better and more informed consumer . What is Marketing? For a layman marketing is just 'selling' or 'advertising' as it is usually the response of people when they are asked what do they think of 'marketing'. As we proceed further , we'll learn that these two come under the domain of marketing; whereas marketing itself encompasses a lot more. As a matter of fact marketing starts long before a product even reaches the market. For example, a company has to analyse the needs and requirements of people, estimate how many people might be using similar products, predict the willingness of the number of people to purchase a particular type of product, estimate the price for a product which the buyers would be interested in paying and so on. These activities certainly go beyond simple advertising and selling. All of these activities are a